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CENTRAL FAX CENTERPATENT
Attorney Docket No. 132.0005-00000
Customer No. 22882

MAR 02 2009

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	Confirmation No.: 9772
Thomas P. Ivanyi)	
Serial No.: 09/944,348)	Group Art Unit: 2623
Filed: August 31, 2001)	Examiner: John R. Schnurr
For: SYSTEM AND METHOD FOR)	
MEASURING AND STORING)	
INFORMATION PERTAINING TO)	
TELEVISION VIEWER OR USER)	
BEHAVIOR)	

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT

In reply to the Office Action dated August 28, 2008, the period for reply having been extended for three months by a request for extension and fee payment filed concurrently herewith, please amend the application as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 5 of this paper.